



# IPI Newsletter

www.iaprisonind.com

January 2010

## Novelty Item Monthly Specials: 20% Off



### In/Out Boxes

Regular Price: \$45; Sale Price: \$36



### Birdhouses

Regular Price: \$10; Sale Price: \$8



### Steamer Trunks

Regular Price: \$250; Sale Price: \$200

**PLUS, bring your newsletter to the IPI Showroom in February and receive 10% off one in-stock Novelty item.**

*Novelty items are available for purchase at our Des Moines Showroom at 1445 E Grand Avenue.*

*The IPI Showroom is open Monday through Friday, 8am to 5pm. Sale prices are good while in-stock quantities last.*

## NEW In The IPI Showroom: Chemicals, Air Filters and Plastic Bags for Home/Personal Use!

The IPI Showroom now stocks cleaning chemicals such as laundry detergent, toilet bowl cleaner, Green Seal certified cleaners, personal care items such as hand sanitizer

and hand soap, four sizes of garbage bags (some are biodegradable) and several popular furnace filters sizes. Stop by the IPI Showroom to see what we have to

offer! Any employee of a government agency or non-profit organization is eligible to purchase these items from IPI for their personal use!

## Baysden's Corner

BY ROGER L. BAYSDEN  
IPI DIRECTOR



Every successful company is driven by purpose. Not sales. I ask that you think about this for a minute and to keep this in mind as we seek to survive 2010.

Our purpose is to employ offenders, nothing else. Because we employ offenders, we need staff. Staff who are dedicated to training offenders in crafts that will generate high quality products at reasonable prices, nothing more. I ask that you think about Wal-Mart. Their purpose

is to be the low cost provider, saving people money. Starbucks. Their purpose was to introduce a new kind of coffee to the traditional taste customers, one person, one cup, one neighborhood at a time. John Deere, to be recognized as the premier builder of agriculture products.

During difficult times, successful companies will thrive. They will find ways to convey their purpose; they will attract successful people who are loyal to the purpose of the company. There is no agency in government that is better positioned to convey their purpose than

IPI. How we unite behind a common goal will determine our success in 2010 and years to come. I urge each of you to commit to the future of IPI, or we are destined to fall by the wayside just as General Motors, Chrysler, Sears, K-Mart and others have done. It is about how we manage, unite, convey our purpose today, tomorrow, next month, next year that will determine our future. Successful companies find the way, they never lose sight of the carrot (expanding inmate work). As long as we can do this there will be jobs for all, IPI will grow, and we will add staff and offender jobs.

# SALES & MARKETING

## IPI Constructs Permanent Showroom

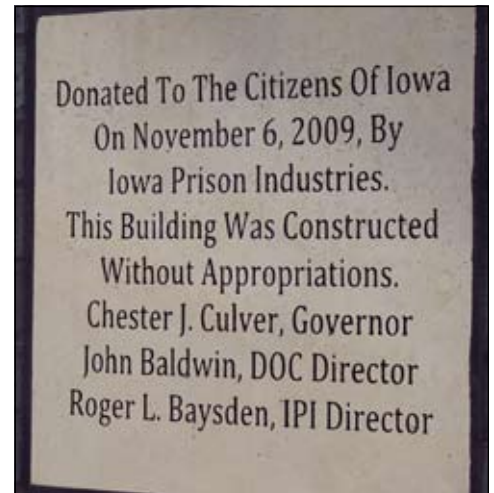
After years of saving and months of construction, Iowa Prison Industries opened the doors of our new showroom located at 1445 E Grand Avenue in Des Moines with a ribbon cutting ceremony on November 6, 2009.

The ribbon cutting ceremony was attended by DOC Board Members and staff, IPI Board Members and managers, two past Iowa governors and City of Des Moines Mayor Cownie among others. Immediately following the ceremony, the DOC and IPI held a joint public board meeting before splitting into their separate meetings.

On November 13, 2009, an Open House was held for IPI customers. We had an excellent turnout of state employees and customers from around Central

Iowa. Attendees were able to register for door prizes, purchase novelty items and view the many different items that the IPI Showroom has on display.

The Sales & Marketing Office would like to extend a big THANK YOU to all those that helped make this all possible. The plants all produced a variety of items to make the showroom operational (cabinetry, office furniture, bathroom partitions) as well as a large amount of samples to showcase to our customers. The Move & Install team spent seven weeks at the building completing numerous projects. And last but not least, thanks to our valued customers; without their support of IPI programs this new building would not have been possible.



A stone plaque is installed at the entrance to the IPI Showroom indicating how it was constructed without taxpayer monies.



Left to right: IPI Director Roger Baysden, City of Des Moines Mayor Cownie, Former Governor Branstad, Former Governor Ray, DOC Director John Baldwin, IPI Board Members Midge Slater and Michael Peters and DOC Board Members Johnnie Hammond, Robyn Mills and Art Neu.



The IPI Advisory Board: Elizabeth Robinson, Roger Baysden, Robert Carr, Michael Peters, Midge Slater, Dan Clark and Dr. Doug Hillman



The new IPI Showroom is located at 1445 E Grand Ave. in Des Moines, just 2 blocks east of the Capitol Complex.

The new IPI Showroom is large enough to showcase products and services from all of IPI's shops.



DOC Director John Baldwin says a few words at the ribbon cutting ceremony.



The open house drew visitors from the Capitol Complex and other Central Iowa organizations.



## Sales Report Card

### FY10 New Customer Sales By Sales Rep

(July 1, 2009 through December 31, 2009)

Dennis Barry .....	\$27,107	Michael O'Brien....	\$299,011
Scott Klinefelter .....	\$3,000	Kevin Peterson .....	\$42,514

### FY10 Customer Satisfaction Card Results

(July 1, 2009 through December 31, 2009)

	Excellent	Good	Below Average
Sales Representative Knowledge	91.3%	8.3%	0.4%
Timeliness of Delivery	76.4%	20.4%	3.2%
Delivery Service	84.2%	14.7%	1.2%
Quality of Goods	84.1%	15.9%	0.0%
Value for Money	87.2%	12.8%	0.0%
Question/Problems Handled Promptly	92.6%	6.3%	1.2%
Average	85.4%	13.6%	1.0%
	Yes	No	Maybe
Would you recommend us to others?	98.5%	0.4%	1.1%

### 1st & 2nd Qtr New Customer / New Project Orders

(For a complete list contact the Des Moines office)

Customer .....	Products.....	Sales
Iowa Western Cmnty College.....	Dorm Furniture .....	\$209,000
DNR.....	Green Seal Certified Soap.....	\$28,874
Trapestine Nuns of Dubuque .....	Library Furniture .....	\$21,497
DMPs - Roosevelt High.....	Library Furniture .....	\$21,096
Iowa FFA (DMACC) .....	Beds / Mattresses.....	\$17,173
Parks Library .....	Tables .....	\$12,233
DMPs - Aviation Labs .....	Classroom Furniture .....	\$10,599
Erskine Elementary .....	Library Furniture .....	\$9,700
ChildServe, Ames .....	Modular Furniture.....	\$8,492
Dunkerton CSD.....	Desks .....	\$8,200
North Linn CSD.....	Desks .....	\$5,575
Jones Regional Medical Ctr.....	Cabinetry .....	\$4,400

"Success is achieved and maintained by those who TRY, and keep TRYING.  
Where there is nothing to lose by TRYING, and a great deal to gain if SUCCESSFUL,  
by all means, TRY. DO IT NOW!" -- W. Clement Stone

# BUSINESS OFFICE

## IPI Sales Comparison FY10 vs FY09

(July 2009 through December 2009)

	FY 10	FY 09	\$ Change	% Change
<b>Anamosa</b>				
License Plates	509,507	536,106	(26,599)	-5%
Sign	1,564,714	1,504,431	60,283	4.0%
Graphic Arts	556,819	535,900	20,919	3.9%
Housekeeping	360,796	391,202	(30,406)	-7.8%
Filters	111,011	109,831	1,180	1.1%
Metal Furniture	1,476,431	1,572,000	(95,569)	-6.1%
Custom Wood	162,018	481,433	(319,415)	-66.3%
Braille	193,363	136,870	56,493	41.3%
Rockwell City	22,749	0		
<b>Fort Madison</b>				
Furniture	1,175,824	1,797,285	(621,461)	-34.6%
Recycled Wood	1,643	4,820	(3,177)	-65.9%
Textile	273,423	419,721	(146,298)	-34.9%
Tourism/Call Center	44,987	74,402	(29,415)	-39.5%
<b>Mitchellville</b>				
MV Panels & Seating	773,260	724,131	49,129	6.8%
CD Rom	18,124	110,759	(92,635)	-83.6%
MV Hskg/Chem	341,663	328,402	13,261	4.0%
MV Textile	130,262	140,406	(10,144)	-7.2%
Plastics	482,151	514,718	(32,567)	-6.3%
<b>Des Moines</b>				
State Surplus	4,611	88,787	(84,176)	-94.8%
Federal Surplus	59,502	12,599	46,903	372.3%
Moving & Install	144,687	235,407	(90,720)	-38.5%
IPI Showroom	5,687	0		
Canteen	2,223,524	2,337,783	(114,259)	-4.9%
<b>Total</b>	<b>\$10,636,756</b>	<b>\$12,056,993</b>	<b>(1,420,237)</b>	<b>-11.8%</b>

## Sales By Customer Category FY10

(July 2009 through December 2009)

Iowa Institutions.....	3,362,267
Regents .....	1,128,325
Community Schools.....	1,126,000
Iowa Counties.....	925,997
Iowa State Agencies .....	885,435
Dept. of Transportation .....	734,255
Intercompany (IPI sales) .....	478,305
Iowa City Clerks .....	380,048
Colleges & Universities.....	346,201
Dept. of Human Services .....	313,149
Non-Iowa State Agencies .....	258,131
Miscellaneous .....	204,640
Private Schools.....	115,305
Child Care Facilities .....	95,483
State/County/City Employees .....	67,579
Churches .....	64,853
Counties Miscellaneous .....	57,414
Minnesota Counties .....	19,210
Cities Miscellaneous .....	17,990
Libraries .....	16,920
Hospitals .....	12,773
Health Care Facilities .....	10,379
IPI Employees.....	10,661
Minnesota City Clerks.....	5,024
Federal Agencies .....	418
<b>TOTAL.....</b>	<b>10,636,762</b>

## Shop Spotlight: License Plate Division

This month's spotlight is on the License Plate division. Dan Luensmann is the Production Coordinator for this division and along with Senior Technician, Rod Schlee and Supervisor Tim Diesburg, they are responsible for the annual production of approximately 1.3 million plates for the State of Iowa. Dan has seen the process move from an embossing line that used large presses and curing ovens to a new system that utilizes a printer and applicator. The new process uses a digital printing system that was one of the first in the country. Many other states modeled their tag plants after Iowa Prison Industries program and this system is used in 19 different states and several countries. This system was not only

ground-breaking in the actual production of license plates, but also utilizes an ordering system that ties into the Department of Transportation's overall data management system for motor vehicles. In Iowa there are 80 different plate types and each of these has a small plate (motorcycle size) replica of the full size plate. For the offender, production using computer integrated manufacturing, teaches the offender skills that will help them reenter the workforce upon release.

Most divisions work to develop various novelty items and the License Plate division is not different. This division has two engraver systems to provide a wide variety of items to customers as gifts, retirement or commemorative plaques. From award plaques to engraved glasses and mugs, to awards, our engraving department is only limited by the imagination of what the customer needs. A laser engraver was added in 2007 and this allows a level of detail that the shop was not capable of years ago. A near photo-quality picture can be engraved on surfaces using the new machine.



Dan Luensmann



Rod Schlee



The license plate printer utilizes a digital printing system.



The laser engraving machine can produce near photo-quality pictures on a variety of surfaces.

## Anamosa Sales Down Slightly

Overall, the Anamosa plant is down in sales from this time last year. Sales to date are \$4,957,408 compared to \$5,267,772 last year. Sustainable income is also down about 2% from last year. Several divisions are continuing with strong demand in spite of the economy. Braille transcription work, Sign and decal orders, Graphic Arts and Filters have all contributed to increased work for offenders. We will continue to seek out new work opportunities and provide our customers with exceptional service and value.

## Refinish Project



Before and after pictures of original doors the Custom Wood shop refurbished for the Carnegie-Stout Library in Dubuque.

## Staff Anniversaries & Retirement

Congratulations to Jeff Otting for his achievement of 25 years of service. A lunch was provided on December 22, 2009, in the Visiting Room to staff with 25 years and over. Director John Baldwin, Deputy Director Jerry Burt and Warden John Fayram all spoke to the importance of the work staff do every day. Also congratulations to Jamey Klostermann on 10 years of service.

We wish Russ Behrends the best in his retirement. Russ worked with IPI as a storekeeper and before that he was a transport driver. His last day was January 7, 2009.

On Wednesday, December 23, 2009, a pizza lunch was served to IPI staff in the Heisey Conference room.

*"If you don't go after what you want, you'll never have it. If you don't ask, the answer is always no. If you don't step forward, you're always in the same place." -- Nora Roberts*



## Novelty & Gift Offering Expanded

IPI Fort Madison and Mount Pleasant wood shops started building novelty and custom wood items for the holiday season in October. All Novelty items are made from scrap wood, as are some of the custom wood projects to keep the costs down and to go green as much as possible. To date, we have built many varieties of our standard novelty pieces



and also introduced some great new items.

Each year toys are donated to the needy throughout the State of Iowa, such as at the University of Iowa Children's Hospital, local hospitals and various churches and organizations. The offenders enjoy being able to give back to the community and their enthusiasm comes through in the projects.

The offenders have been very creative and imaginative trying to come up with new ideas and variations on the novelty items. They are excited to put their new ideas into production. Some of the new items include a large wagon planter, garden corner trellis with seat, rolling dogs, rocking zebras, rocking elephants, rocking boxer dogs, doll cradle with seat, a pie safe, magazine rack, trunks, cedar chests and dolls just to name a few. You can view



Above: University of Iowa Children's Hospital staff were thrilled to receive dolls, doll cradles and wood trucks from IPI Fort Madison & Iowa State Penitentiary. Below: Dolls and wood trucks for the Fort Madison Community Hospital.



all these and more at the IPI web site at <http://www.iaprisonind.com> – the Bill Hill Line of Novelties & Gifts.

## Personalized Apparel

Personalization. People love seeing their name in print. With our embroidery and garment printing shop, we are able to personalize a myriad of items. Anything from a tote bag for Grandma to t-shirts for a wedding party, from sweatshirts for a family reunion to hoodies for the cheerleading squad; IPI should be the first place people think of when they need personalized items and want personal service and a competitive price.

We are able to digitally print photos onto t-shirts, sweatshirts, tote bags, etc. You can't get more personalized than that! What grandmother or great-grandmother wouldn't love to be able to show off their pride and joy on a sweatshirt or tote bag for the entire world to see?

Other ideas include items for Valentine's Day, Mother's Day, Father's Day, 4th of July, Class Reunions and Homecoming.

The possibilities are endless!

IPI will be sending out emails regularly to DOC employees, schools, etc. showcasing an idea or two. This should keep us in the front of their minds when it comes time to order personalized items.

If anyone has other personalization ideas you think we should highlight, please email Ann at [ann.baughman@iastind.state.ia.us](mailto:ann.baughman@iastind.state.ia.us).



## Staff Recognition



Pam Kray (right) receives a certificate for 20 years of service to the State of Iowa.



## Glenwood Project Shows MV Teamwork

On October 16, IPI Panels & Seating division received the first of several furniture orders from Glenwood for delivery before December 31st. In all, the order included 132 Cayler chairs, Mission rockers, Madison sofas, loveseats and chairs and Overstuffed sofas, loveseats and chairs. From October through the end of December, employees from every shop helped the Seating employees meet

their deadline. The greatest challenge was to train new workers to produce quality seating while meeting the deadline. This effort required many late nights and even a Saturday for staff and employees alike. In the end, neither blizzard nor holiday could stop us!



## IPI Doll Giveaway Program Expands

This holiday season, the women of MV Textiles Division were busier than ever dressing a huge batch of multicultural dolls for community service. With requests for dolls coming from as far away as Maryland, an entire crew was assigned to the fulfilling task of sewing dresses and hats for the girl dolls and bib overalls, shirts and baseball caps for the boy dolls. All of the doll clothes were made from earth-friendly scrap cloth.

At the request of Iowa Supreme Court Justice Marcia Tearnus, IPI dolls were given to all 42 of the children whose

adoptions were finalized at the 9th Annual "Adoption Saturday" this December. We received many cards from the children and families who thanked us for being a part of "one of the happiest days of our lives." Polk County Judge Paulson stated that "one little boy from Korea wouldn't let go of his doll" and that another 4-year-old "clutched the doll all during the hearing and it seemed to keep her calmer."

IPI dolls were also given to all of the children who attend the Trinity United



Methodist Church "English as a Second Language" classes and the "Voices to Be Heard" program, which serves the children of incarcerated parents. In the words of Jean Basinger, who helps facilitate both of these programs, "We know that the doll program is a labor of love."

## New Opportunities for MV Frame Shop

The IPI MV Framing Department has recently taken on several new jobs for Camp Dodge Freedom Center and the Iowa Veterans Home. The Freedom Center job involves 50 frames that will hold everything from emergency evacuation plans, National Guard Mission Statements

and National Geographic posters. The Iowa Veterans Home job includes frames for 30 pencil, pen and ink sketches. Together with the Capitol Photos that MV Framing Department produces monthly for DAS retirements, the MV Framing Department is staying busy.

## IPI Holiday Gift Bags

In December, IPI MV employees assembled Holiday Gift bags purchased for offenders by their families and friends. This program has been re-instituted by IPI Canteen and the Iowa DOC after a 3-year hiatus.



### Recent Customer Testimonial:

#### McKinley Middle School: School/Library Furniture

"I just wanted to send you a follow up note to tell you how happy we are with our new furniture. It is absolutely beautiful! Your team was great to work with through all of our design changes, multiple contacts at McKinley, and last minute details. Your team's professionalism shows through clearly in the results!

Thank you so much for your work, and please extend our gratitude to the other folks who worked on this project.

I hope to be able to work with you again in the future!"

— Kristen Rickey, Principal - December 2009

*"In any moment of decision,  
the best thing you can do  
is the right thing. The worst  
thing you can do is nothing."  
-- Theodore Roosevelt*



## Christmas 2009 A Hectic Time At Central Canteen

The week of Christmas was a hectic time at the IPI Central Canteen in Newton. Because of the forecast of yet another winter storm over Christmas Eve and Christmas, IPI Central Canteen decided to compress four days of work into two. Over these two days, over 4 semi-loads of product and 2,500 orders from seven camps were processed; and 2,289 of the Christmas gift bags were processed, packed and delivered. Offenders and staff at IPI Central worked thirty hours during these two days. Furthermore, during the week prior to Christmas, 9,000 free IPI gift bags were assembled by the IPI Central Canteen offenders.

Needless to say, it was a harried week for all involved; but staff and offenders put forth the extra effort needed to accomplish what was required. All of the special Christmas gift bags were delivered by Christmas Eve in a monumental effort that brought satisfaction of a job well done.



These photos show the large amount of product that went out during the week of Christmas.



## Inmate Staff Rewarded With Ice Cream Social



As a token of appreciation, IPI Central Canteen offenders were treated to an ice cream social the week after Christmas. Chad Squires, Plant Supervisor of IPI Central Canteen in Newton and Shawn Preston, Plant Manager of the

Newton-Mitchellville Division hosted an all-you-can eat fruit, ice cream and toppings party. Special guests who also served the offenders were Roger Baysden, IPI Industries Director and Terry Mapes, Warden of Newton Correctional Facility.

Mr. Baysden and Mr. Preston then spoke to the assembled group praising them for their effort and quality work, not only during the previous week, but for the year overall. They also reiterated the fact that earlier this year order number two million was processed through the IPI Central Canteen. This is a milestone that

signifies that the efforts of numerous individuals across the IPI statewide network are paying off and have made



Iowa Prison Industries the paradigm for prison industries across the country.

## ON THE LIGHTER SIDE



### Birthdays

Make sure you jot down these upcoming birthdays so you can make sure they have a great day!

#### February

- 1 – Kim Zimmerman (AN)
- 2 – Cindy Reck (AN)
- 7 – Ruthie Weideman (AN)
- 15 – Dan Crook (DM)
- 19 – Peter Quackenbush (AN)
- 21 – Jed Kinion (AN/Farms)
- 28 – Maria Contreras (DM)

#### March

- 4 – Steve Anderson (FM)
- 9 – Sandy Bunce (AN)
- 23 – Darcy Austin (AN)
- 23 – Tammy Luchtenburg (AN)

#### April

- 1 – Becky Munoz (FM)
- 4 – Mike Kuper (AN)
- 10 – Ray Miller (FM)
- 14 – Gary Sievers (AN)
- 22 – Mark Merfeld (AN)

# DES MOINES

## Move & Install Team Assists In New Showroom

The Moving and Install program had a hand in preparing the new IPI showroom this past fall. It was a challenge to keep up with all the many different projects that needed to be accomplished to get the showroom ready for its open house on November 6, 2009.

The MMI staff along with eight offenders from Newton spent seven straight weeks doing multiple jobs from interior and exterior painting, interior lining of the building, landscaping, diagramming, purchasing and installing piping for the phone and data lines, sign installation, furniture unloading and placement and furniture installation, installing cupboards and bathroom fixtures. As with any construction job, many of these projects were going on simultaneously, and changes had to be made on the fly, so the MMI crew had to be flexible and ready to change direction at a moments notice.

Over all, the MMI portion of the project went very well, and it was actually a lot of fun working on projects that this



**Above: Landscape installation.  
Below: Modular office installation.**



crew doesn't work on very often. This is just another example of the "CAN DO-WILL-DO" attitude of what IPI is all about.

## Federal Surplus Inventory Highlights



Kawasaki  
Motorcycles:  
\$1,800 & Up



Turnmaster  
Variable  
Speed Lathe:  
\$2,500



Sandya  
Sanding  
Machine/  
Underfeeder  
\$4,700

*Federal Surplus is available to  
qualified organizations only.*

*Contact Clint Schmidt at  
515-681-0268 for more information.*

## ON THE LIGHTER SIDE

### New Additions



#### Munoz Family Welcomes Grandson

On October 18, 2009, Becky Munoz and family welcomed Tate to the family; he was 8 lbs 14 oz and 21" long at birth. He is shown here at four weeks old with his big sister Adrianna.

#### Introducing Brody Pinegar

Brody James Pinegar was born to Jim and Sherry Pinegar of Reasnor on September 10th, 2009. Brody weighed 8 lbs 8.4 oz and was 20 1/2" long.



## Recent Customer Testimonial:

### Iowa State University: Chair Refurbishing

"Just want to let you know that the service we are given on the repair of the desk chairs is great. With the 50% savings compared to buying new and the chairs look as new also. This lessens items going to the landfill, keeps inmates working / teaches a skill and saves the taxpayers / ISU money."

-- Roger Sebring, Dept. of  
Residence - July 2009

*Please submit any personal news you would like included in the IPI Newsletter to your plant manager or to Ann Baughman at the Sales Office.*